

THE REVIEW

Vol. XXXV—No. 20

April 24, 1941



SALES RESISTANCE . . .

Is a Shell Which



Can Be Broken With

Alert and Persistent Sales Effort!

*MAKE FRIENDS AND YOUR
SALES WILL TAKE CARE OF
THEMSELVES. CREATE WEL-
COMES, AND YOU WILL NEVER
LACK ORDERS.*

The aim of every going concern is permanent patrons—not people who buy once and never again. The first sale may or may not be profitable, but it is the continued patronage that counts. That is why—regardless of whether or not the initial order may be profitable—Jim Talcott has placed a value of \$100 on each new customer.

**LET NEW CUSTOMERS HELP YOU TO WIN
THAT VACATION IN THE NORTH WOODS**

The REVIEW



by and for the Sales Department of
The Gerlach Barklow Co.
THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV

JOLIET, ILLINOIS, APRIL 24, 1941

No. 20

Make May Mean More—1941 Marches On! Let's Keep the Record Straight— Four More Weeks in the Fishing Contest!

I want to express to you again my thanks and appreciation for the fine job you are doing in 1941, in which every one of your employees here in Joliet joins me.

We in business today need to do a lot of clear thinking and to realize that in spite of the national and international news that a majority of us are going to continue in business for many years to come. We can't afford not to spend a certain amount of money to continue to build good will. To keep the record straight we need more than ever today to—

**KEEP THE RIGHT MENTAL ATTITUDE,
KEEP OUR MINDS ON OUR OWN BUSINESS,
MAKE AT LEAST ONE CONSTRUCTIVE STATEMENT
TO EVERY CUSTOMER AND PROSPECT WITH
WHOM WE COME IN CONTACT,
NEVER GET DISCOURAGED.**

You know getting discouraged uses up energy. We should use that energy to make one more call or in study of

the Line, to do just one more constructive thing for our business.

What many of you are doing in increased sales on DAD is most encouraging. Maybe these notes will help you in building your selling presentations on this medium:

Comparing direct mail selling to personal selling, personal selling is better, but for business men who cannot call personally month after month, every other month, or quarterly, Direct Mail is the best substitute.

I call on a man, a friendly business call to get acquainted. I send him direct mail advertising every 30, 60 or 90 days. He gets the first impression, the second time he begins to remember me, about the third or fourth time I call on him personally again, and he's glad to see me, knows WHO I AM, WHAT I AM, WHERE I AM. I keep on sending him DAD and when I call again in a few months he is calling me "Mac."

What is the purpose of sending a man a piece of Direct Mail?

Business goes where it is invited, it stays where it is appreciated.

The picture sells wall space, the calendar pad is the insurance policy—it is used because of its utility value. A blotter may not have the calendar pad but it does have utility value.

Next Thursday is OPENING DAY FOR MAY. We make a new start and that is always refreshing.

Are you in earnest? Seize this very minute. What you can do, or dream you can, begin it. Courage has genius, power and magic in it. Only engage, and then the mind grows heated, begin it and the work will be completed.—GOETHE.

I know many of you are in dead earnest about winning that fishing trip. You are working like nailers. More power to you. Keep the pressure on yourself, seize this very minute what you can do and begin it. Only four more weeks in that fishing contest.

LET'S GO TO MAKE MAY MEAN MORE! BEST OF LUCK!

J. MacKee

HOW TO ELIMINATE HEADACHES

No wonder the enthusiastic letters about the new leather line are pouring in. The line is beautiful and I regret that space does not permit us to print each and every letter in the REVIEW.

A word to the wise is sufficient. Under the defense program we can get no assurance how long we can procure hides and fittings for these leather items. Therefore every leather buyer should be seen NOW. Furthermore every order must be complete or delivery cannot be guaranteed.

This year will be a good year to eliminate the printing of individual names unless the names can be furnished NOW. We cannot guarantee delivery on orders that are to be held until fall for individual names. It is true the individual names idea is very nice and under normal conditions the delay caused in waiting for lists has not been serious but it IS serious now. Orders that are complete will be given preference over orders that are incomplete.

While at the present the situation with calendars is not quite so serious, it is also important to make every order complete. Many orders are being held for telephone numbers. We may never be able to manufacture them. Every city and small town has a telephone directory that is used 100% for finding telephone numbers. Have you ever in your life taken a telephone number from a calendar?

A drive to make all orders complete and ready for manufacture NOW will eliminate many headaches later.

James R. Talcott

G-B Salesmen Are Making Hay While Sun Shines

Bulletin No. P4 carried the following letter from Eckland:

Another opportunity to show your colors.

While waiting to see a prospect today I thought of an idea that should sell some pencils.

Next month and the month following, high-school students begin graduating. Why not sell an advertiser on the idea of presenting each graduate with a pencil made up in the class or school colors with an imprint such as "Congratulations to the Class of '41 from ——."

This idea may not be new, but I'm going to cash in on it.

Sincerely,

M. C. ECKLAND.

KELTNER, HAYNES AND WAITE, RING THE BELL WITH ECKLAND'S IDEA

First to cash in on this idea was Gene Keltner who scored with a \$112 sale of Pencils to a Gas and Oil Distributor who conducts a chain of Bonded Service Stations.

Sam Haynes has already made at least three sales through this idea and says there are more to come.

D. G. Waite says, "Tried out Mr. Eckland's idea and it worked out fine. It certainly pleased me to have the idea click with the very first man to whom I mentioned it. My sincere thanks to Mr. Eckland."

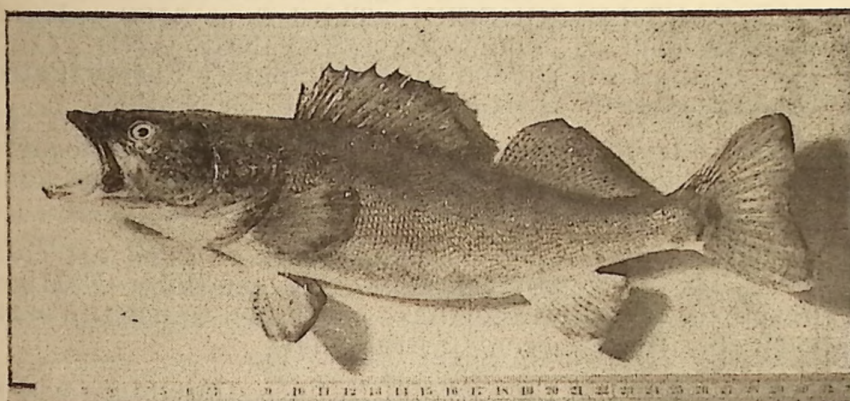
Gene Keltner says "DON'T FORGET THE TEACHERS," and says be sure to sell enough pencils so that no one will be left out in the cold.

Commenting on the idea, Mr. Keltner says—

"Bulletin P4—4-10-41 M. C. Eckland idea—I gave it a whirl as you suggested. On my first spin the wheel stopped on a nice order from an old customer for \$111.75, who dive-bombed for the idea like a ton of T. N. T. Tell M. C. that he has something in that idea and I am going to give the idea plenty of whirls in the next few weeks.

"Also note that we did not forget the teachers, who increased this order more than 50 pencils!"

PLENTY OF CANDIDATES FOR SNAG CLUB MEMBERSHIP



MAC DEFIES ANY SNAG-CLUB MEMBER TO MATCH THIS ONE, BUT WHEN IT COMES TO SELLING — THESE BOYS ARE TOPS

In a week of fine achievement, Nick Osburn leads the Happy Warriors to victory with two orders for a total of nearly \$1,300. Both orders call for current line subjects.

Mr. Osburn's first is a \$1,000 sale of "Springtime" in R5 Billboards sold to a PRINTING AND PUBLISHING COMPANY—a good old customer.

His second is a \$300 sale of "My Blue Heaven" sold to an ELECTRIC SERVICE COMPANY—also an old and satisfied customer. Both of these orders are for regular 1942 line subjects and treatments—ready to go to the factory at once.

Charlie Chamberlain sells a \$600 order of No. 100 Pencils to a TRANSPORTATION COMPANY. These are to be used as Christmas gifts.

J. S. Bell of Louisiana makes a \$510 sale of Specials to a LIFE INSURANCE COMPANY—an old customer.

H. D. Evans sold "Spirit of America" to a BEVERAGE MANUFACTURER for \$426.

Herman F. Grotte sold 6000 SQA-3 with "Sailing Ships"—sold to a FUNERAL DIRECTOR.

In addition to a lot of "Bread-and-Butter" orders, A. S. Hartman chalks up four orders for a total of \$500. His first is a \$165 sale of

WHERE YOUR PATRONAGE IS APPRECIATED

Sold by A. S. Hartman on Will Rogers Ger-Bars to a Grocer

QUALITY WITH A PEDIGREE

Sold by Lynn Walker on "Lucky Dog" to a Ford Dealer

Holiday Greeting Calendars to a FUNERAL SERVICE. His second is a \$112 sale of "Be Sure You Are Right" in billboards and hangers, sold to a MERCANTILE CONCERN. Third is a \$100 sale of Will Rogers billboards and art mounts to a SAVINGS AND LOAN ASSOCIATION and fourth is a \$100 sale of "Spanky Safety Patrol"—a complete campaign—to a TRUCK AND TIRE CONCERN.

E. E. Meyer rolls up a volume of over \$1000 in three orders. His first is a \$765 sale of special calendars, employing that wonderful baby subject, "Sweet Baby O' Mine" sold to a BAKERY.

This big bakery has been a consistent user of good art calendars for many years. In 1933, they purchased "Sweet Baby O' Mine" and this was so well received that they have continued to use the same subject—so much that it has become a trademark.

Mr. Meyer's second is a \$143 sale of Business Calendars to a BANK AND TRUST COMPANY, and his third is a \$100 sale of business calendars to a NATIONAL BANK.

Larry Moss scores five times for over \$700. His first is a \$253 sale of SQA-3 "Playmates" to a LUMBER DEALER. His second is a \$158 sale of Bluebird Calendars to a FURNITURE DEALER who uses art calendars to advertise "FORTY-TWO YEARS OF DEPENDABLE SERVICE." Third is a \$127 sale of Direct Advertising to a LUMBER DEALER. Four is a \$113 sale of FD Service to a FUNERAL DIRECTOR and Five is a \$103 sale of SQA-3 to a CONCRETE PRODUCTS MANUFACTURER.

WE APPRECIATE YOUR BUSINESS

Sold by C. W. Weck on "Springtime in the Forest" to an Oil Dealer

Jim Hartman comes through with two orders for over \$600. One is a \$413 sale of Paragon to a NEON SIGN CONCERN and the other is a \$188 sale of Knives to a MANUFACTURING CONCERN.

Albert J. Morrier sold "Silver Dawn" to a SAVINGS BANK—a new customer—for \$270.

George B. Corrigan made a \$200 sale of "Steady" with Better Homes-Better Gardens Pads to a DEALER IN BUILDERS' SUPPLIES.

Herman F. Grotte makes a \$200 sale of Acknowledgment Cards to a FUNERAL DIRECTOR.

R. S. Perry sold 1000 Religious Calendars to a FUNERAL HOME for \$180.

Leon Terry made a \$184 sale of Pencils to a HOTEL, a new customer.

KEEP THIS BLOTTER. IT IS A REMINDER THAT I WANT YOU
FOR A CUSTOMER

Sold by A. J. Morrier on Blotters to a Plymouth Dealer

SERVING PEOPLE WHO CARE
Sold by John Gilbert on All-American Billboards to a
Funeral Director

Ben Bercovit sold 200 "Freedom For All" Billboards to a TRUCKER for \$168.

C. W. Fisk created a new account with a \$100 sale of "Spirit of America" to a PONTIAC AUTO DEALER.

P. H. Keboch made a \$200 sale of Direct Advertising, "Our America," sold to an old customer.

H. A. Gorsuch sold 500 "My Diary" Baby Booklets to a DAIRY—a new customer. Right now seems to be a good time to create new accounts with "My Diary."

Tom Perrott made a \$100 sale of SQA-3 "Playmates" sold to a MOTOR FREIGHT LINE.

C. L. Lewellen sold "Puppy Love" in hangers and art mounts—a complete campaign—to a DAIRY, for \$147.

Perc Earl made a \$190 sale of "Spanky's Safety Patrol" to a BUICK DEALER.

Charles Clayton sold Special Calendars to a TITLE AND TRUST COMPANY, a brand new customer—for \$160.

Clyde Estes sold 2,000 Safety First Ger-Bars to a FUNERAL DIRECTOR for \$120.

MEMORIALS THAT PERPETUATE MEMORY
Sold by A. V. Clapp on Will Rogers Calendar to a Memorial Dealer

Mrs. Fannie Peterson made a \$100 sale of "Autumn Rhapsody" to a GROCER.

Jack Moore made a \$100 sale of Farm Record Calendars to a DEALER IN FARM SUPPLIES.

Al Thurn sells "Silver Dawn" to a BAKERY for \$105.

Perc Earl makes another appearance in the Sales Column with a \$180 sale of "Playmates" Blotters to a GRAIN DEALER.

Walter Olson made a \$105 sale of "My Diary" Baby Records to a DRUGGIST.

This is the druggist of whom we told you in last week's REVIEW on page 428. This makes twenty orders Mr. Olson has gotten from this druggist.

John Gilbert sold 500 "Spirit of America" Hangers to a DAIRY, a new customer, for \$175.

Mr. Groomes sold 250 Pens and 350 Metal Calendars to a RADIO SHOP, a new customer, for \$116.

EVERY TASTE A PLEASANT MEMORY
Sold by G. R. Russell on "Be Sure You Are Right" to a Bakery

OUR SERVICE IS DIFFERENT—NOT INDIFFERENT
Sold by Tom Orvis on Fans to an Ambulance Service

Bob Shea made a \$315 sale of Special Calendars with "No Place Like Home" to a REAL ESTATE AND INSURANCE AGENCY.

P. H. Cowherd of Texas made a \$233 sale of Pencils to a GULF SERVICE STATION—a new account created by Mr. Cowherd.

Bert Stiff sold Last Edition Hangers, "Dearest Spot on Earth" to a NATIONAL BANK. This is a new account created by Mr. Stiff.

D. G. Waite made a \$108 sale of Last Edition Hangers to a RECREATION CENTER.

Mr. Kanofsky sold "Off to the Meeting Point" to a GAS AND OIL DEALER for \$101.

W. A. Scheafer sold 5000 Religious Ger-Bars and 100 "Spirit of America" Billboards to a FUNERAL DIRECTOR for \$370.

Frank Raitz sold 500 No. 7 Memorial Record Books to a FUNERAL HOME for \$215.

Mrs. Peterson sold "Steady" in billboards and hangers to a MANUFACTURER OF ROAD MACHINERY AND SNOW PLOWS.

OUR COAL MAKES WARM FRIENDS
Sold by S. E. Adams on "Priceless Heritage" to a Coal Dealer

Ben Bercovit sold "Off to the Meeting Point" to a CHEMICAL MANUFACTURER for \$100 to tell the world, "WE'RE ALWAYS HUNTING FOR OPPORTUNITIES TO SERVE YOU."

E. P. Pittman made a \$100 sale of "Priceless Heritage" to a MORTICIAN, a new customer.

The only copy appearing on this calendar will be the Mortician's name, followed by this line—"A BELIEVER IN BOYS."

George B. Corrigan makes the column again, this time with a \$200 sale of "Be Sure You Are Right" sold to a DEALER IN PETROLEUM PRODUCTS.

Mr. Corrigan also sold 5000 Fans with "Safety copy, to this same customer. Subject sold, "The Right O' Way."

S. E. Adams sold "Spanky's Safety Patrol" to a FORD DEALER for \$100. This is a new account.

E. H. Gerrish made a \$115 sale of "The Guiding Hand" and "Peekaboo" to an AUTO DEALER.

Mr. Gerrish also made a new customer for himself when he sold "Spirit of America"—a complete campaign—to a DAIRY for \$158.

WE ARE IN A BLACK BUSINESS, BUT WE TREAT YOU WHITE
Sold by John Gilbert on "Happy Bluebird Family" to a Coal Dealer

FOR THEIR SAFETY, DRIVE CAREFULLY—FOR THEIR HEALTH
PASTEURIZED MILK

Sold by C. L. Lewellen on "Long Life and Healthy One" to a Dairy

W. J. Eggleston made a \$150 sale of "Playmates" Blotters to a SAW MANUFACTURER.

And here's Mr. Eggleston again with another \$150 sale of Pencils to a MACHINE TOOL MANUFACTURER.

Perc Earl is still keeping pace with us and here he is with a \$183 sale of Personal Call Blotters to an ENGINEERING WORKS.

S. E. Adams sells "My Blue Heaven" to a NURSERY—a new customer—for \$105.

Isidor Siegel rings up two sales for a total of more than \$1,200.

His first is a \$1,000 sale of Special Calendars to a BREWERY and his second a \$204 sale of "Autumn Rhapsody" in D-74, sold to a COAL DEALER.

Leo Himelhoch goes over the barrier with \$1,080 in two sales. His first is a \$915 sale of "Miss Caprice" to a BEVERAGE MANUFACTURER and his second, a \$165 sale of Perpetual Calendar Pencils to a TRUCK COMPANY.

YOU NEED OUR SERVICE — WE WANT YOUR BUSINESS.
WHY NOT CALL US SOON?

Sold by Bert Stiff on "Kiddies Inc." to an Automotive Service

Bert Stiff creates a dandy new account with a \$300 sale of PARAGON to a RANGE AND STOVE MANUFACTURER.

Ralph Bond creates a new \$258 account with a sale of "Spirit of America" to a BAKERY. This baker specializes in the well-known "Bamby Bread" and buys R-9 hangers without pads.

Is there a Bamby Bread baker in YOUR territory?

Sidney Hodson makes a \$200 sale of Paragon Billfolds to a PRINTER AND PUBLISHER.

Doris Sierer creates a new \$200 account with a sale of "Spirit of America" to a DAIRY.

E. E. Meyer adds to his already high score, with two more sales—one a \$177 sale of "Scenes of My Childhood" to a LUMBER DEALER and the other a \$125 sale of Holiday Greetings No. 4263, "The First Snowfall" sold to a GLASS MANUFACTURER.

Copy used on the lumber dealer's order is "BUY WHERE THE GREATEST NUMBER BUY THEIR LUMBER."

O. O. Noell sold "Autumn Rhapsody" to a MUTUAL INSURANCE COMPANY for \$145.

SERVICE WITH A SMILE — FLOWERS BY WIRE

Sold by J. Milton Wigley on "Bright Bouquets" to a Florist

EVERYTHING IS IMPORTANT

Ever since I can remember, biography has been my hobby insofar as reading is concerned. Later, when I went into the newspaper business, my favorite assignment was that of interviewing "news-worthy" men and women who came to Chicago. Still later when I became a magazine editor, I could never resist buying a good biographical story. Because of this experience, covering a period longer than I care to admit, I have been able to form some opinions as to what characteristics are the basis of success.

And this—for whatever it is worth—is the conclusion I have reached: TO IMPORTANT PEOPLE EVERYTHING IS IMPORTANT. That is the common denominator of true greatness. You never find these people KILLING TIME, for to them time is important. You never find that they have CLOSED MINDS, for to them ALL opinions and ALL facts—pro and con—are important. You never find them dismissing ANYTHING with a "So what?" gesture, for to them EVERYTHING is important.

Recently I have been reading two biographies—those of Winston Churchill and Bob Feller. Of Churchill, his biographer says:

"The thing that has impressed me most about Mr. Churchill is his interest in things; even in little things. To him nothing is to be dismissed without study; he wants to know all there is to know about it. Subjects that

would seem trivial to most of us are important to Winston Churchill."

And this is what his biographer has to say about Bob Feller:

"Feller still works at baseball as hard as when playing catch behind the red barn. He seeks advice from older pitchers and catchers. His thoroughness and interest are indicated by the fact that he keeps a filing cabinet filled with information on the various batters in the American League, showing which batters like high balls, which ones can't hit pitches inside and low, which ones like curves and which ones don't."

In other words, to both Churchill and Feller THINGS ARE IMPORTANT. Although the British prime minister is probably one of the greatest leaders of his time, and—as his biographer says—"a walking encyclopedia"—he is not a KNOW-IT-ALL; he is still willing to study and learn; he is still interested in EVERYTHING.

And Bob Feller? Although recognized as the No. 1 figure in baseball, Feller still seeks advice from older pitchers and catchers; he is still so vitally interested in his vocation that he goes to the extreme of studying and recording the idiosyncrasies of every batter he may be required to face.

Now you can, if you will, search through the life story of any successful man

and, if you have the opportunity, you can talk to any IMPORTANT person face to face, and it is my belief that you will find this to be true: TO EACH AND ALL, THINGS ARE IMPORTANT.

In other words, they don't coast through life on the polished line of least resistance; they don't insulate themselves against what is happening in the world about them. They take time to STUDY, INVESTIGATE, ANALYZE and THINK. They make themselves a DEFINITE PART of the community and the world in which they live.

If this is true, and I for one believe it is, let us translate it to the field of salesmanship. To a salesman everything should be IMPORTANT. First of all, obviously, the product he sells. He should know his line thoroughly; know ALL there is to know about it. Secondly, he should know his product from A to Z and back again. Thirdly, he should know and understand the PEOPLE; particularly those people who are his logical prospects. He should study their objections they are LIKELY to make to his product, and be prepared to overcome such objections.

But this, to my mind, is not enough. It is my belief that no person can be successful in ANYTHING unless he possesses the quality of living VITALLY, for there is no thing in this modern world of ours that does not have a bearing upon our lives.

Someday I hope that Dr. George Gallup or Elmo Roper will make a detailed analysis of the alarming percentage of persons

—ALARMING BECAUSE THEY ARE THE BALANCE WHEEL OF AMERICA—who invariably answer "DON'T KNOW" to the interviewers of these survey organizations. It is my guess that these men and women are not just ignorant or without education. It is my guess that they belong in the "So-what?" category of citizens who drift through life like a piece of dead wood on a lazy river.

To these folks nothing CAN be important because—if it WAS important—they would have the gumption to find out about it. It is these folks, the "Dont-Knows" and the "No-Opinions," who are the greatest menace to the progress and safety of this country, because, unfortunately, they have it within their power — quantitatively speaking—to control the destiny of this or any other DEMOCRACY.

THINGS ARE IMPORTANT. The minute they cease to be important to US we are on our way to joining the Mortimer Snerds. And, to my way of thinking, the "Quiz Kids" have him backed off the boards when it comes to usefulness and value.

Life IS important. And so is EVERYTHING that it touches, or that is touched by it. If you doubt this, read biography. You will find: TO IMPORTANT PEOPLE EVERYTHING IS IMPORTANT.

Jewett E. Packer

WE APPRECIATE YOUR PATRONAGE — ALWAYS
Sold by Ben Bercovit on Ger-Bars to a Grocery and Market

Ed Sierer made a \$100 sale of Last Edition Hangers to a FUEL DEALER.

Jim Hartman made a \$220 sale of Paragon to a CASKET MANUFACTURER.

Eugene Keltner, on his initial trial of Eckland's "Graduation Pencil" idea, rings the bell for a \$112 sale of No. 200 Pencils with class colors, sold to a CHAIN OF SERVICE STATIONS.

Sidney Hodson made a \$100 sale of "When a Feller's Got a Friend" to a STATE SAVINGS BANK.

The only advertising appearing on this calendar is E. J. Barklow's old standby, "EVERY TIME WE MAKE A FRIEND, WE GROW A LITTLE."

N. G. Beatty sold 300 Metal Desk Calendars to a FLORIST.

A. A. Bender sold 500 Safety First Calendars, "Be Sure You Are Right" with Household Alphabet Pads, to a BUILDING AND LOAN ASSOCIATION, a new customer.

F. A. Britton sells 3000 "Playmates" Blotters to a FLORIST—a new customer—to tell recipients, "SHE COMES TO TELL YOU YOUR PATRONAGE IS APPRECIATED."

PORTRAITS THAT REFLECT PERSONALITY
Sold by Leo Himelhoch on Paragon Key Cases to a Camera Shop

Charles Chamberlain created a new account with a sale of "Springtime in the Forest" sold to a COAL DEALER.

C. P. Cook sold 250 "Spirit of America" in R-9 to a TOBACCO AND CANDY DISTRIBUTOR, a new customer.

E. H. Gerrish sold 500 Lucky Penny Greetings to an AUTO DEALER.

A. V. Clapp sold "A Long Life and a Healthy One" in D-54, to a METAL PRODUCTS MANUFACTURER—a new customer.

Ben Gatliff sold 1000 Ger-Bars, "I Ain't Bluffin'" to a VARIETY STORE.

John Gilbert made a \$100 sale of the Etta Moten calendar to a FUNERAL HOME, using the following copy—"HE PROFITS MOST WHO SERVES BEST."

Mrs. Fannie Peterson made a \$100 sale of "Caressing Breezes" to a NOVELTY AND PREMIUM JOBBER.

Mr. Miller, of Indiana, made a \$100 sale of Last Edition Hangers to a SAVINGS AND LOAN ASSOCIATION.

EVERYTHING TO BUILD ANYTHING
Sold by J. P. Wood on "Spirit of America" to a Lumber Dealer

THE PEAK OF QUALITY AND SERVICE
Sold by O. M. Wildman on "Silver Dawn" to a
Box and Crate Manufacturer

Marvin Mitchell sold 600 Utility Calendars with "Houghton Mill" and Better Homes - Better Gardens Pad, to a BETTER BUSINESS BUREAU.

Ben Bercovit sold 1000 Art Mount Calendars, "Springtime" to a SOAP MANUFACTURER.

Howard Kersey sold 2000 Religious Fans to a FUNERAL DIRECTOR.

And here's Sam Haynes with two more nice sales of the Eckland Graduate's Pencil idea, one for 182 pencils to a FLORIST and one for 75 pencils to a SHOE DEALER. Both carry simply "CONGRATULATIONS TO THE CLASS OF '41" followed by the name of the advertiser.

John Mur sold "Springtime in the Forest" in billboards and deluxe calendars to a HARDWARE DEALER.

R. S. Perry sold 400 deluxe calendars, "I See by the Papers" to a FUNERAL DIRECTOR.

Mr. Perry also sold "Come Back Here" to a MERCANTILE COMPANY—a new customer.

Mr. Perry appears again, this time with a sale of Will Rogers billboards to a NATIONAL BANK.

Doris Sierer created a new account with a sale of 500 "My Bonnie" in S257 with Household Alphabet, sold to a GROCERY AND MARKET.

Charles J. Clark sold 1,000 Ger-Bars to a FUNERAL HOME.

Bill Ehlinger sold 100 Bluebird Billboards with Safety copy, to an INSURANCE AGENCY.

Joe Henderson sold 2000 Fans to a STATE BANK—a new customer.

P. H. Keboch sold "Silver Dawn" billboards to a NATIONAL BANK.

H. R. Messick sold 150 "Priceless Heritage" in R-9 to a STATE BANK—a new customer.

Sam Raborn sold 400 Religious Calendars to a FUNERAL DIRECTOR for Church distribution.

B. A. Day sold "Rainbow Fishing Fleet" to a REAL ESTATE AGENCY.

Perc Earl made a \$100 sale of Religious Calendars to a FUNERAL HOME.

H. D. Evans sold "Brainy Bow Wows" Blotters to a COAL DEALER,

PLEASING YOU, KEEPS US IN BUSINESS
"Sold by Doris Sierer on "My Bonnie" to a Grocer

TO BE INSURED MEANS SECURED

Sold by Nick Osburn on "Springtime" to a Mutual Insurance Co.

to tell customers, "WE BUILD FOR TOMORROW BY OUR SERVICE OF TODAY."

J. P. Wood sold "Spirit of America" in billboards and hangers, to a LUMBER DEALER.

Ben Bercovit sold Fans to a PAINTER AND DECORATOR for Church use.

Mr. Bercovit also sold "Off to the Meeting Point" to a TRUCKING COMPANY—a new customer.

Harry Etter sold 3000 "Playmates" Blotters to a SPRING MANUFACTURER.

Jim Hartman sold "Spirit of America" on Farm Record Calendars to a FEDERAL SAVINGS AND LOAN.

P. H. Keboch sold "When a Feller's Got a Friend" to an AUTO DEALER.

L. B. Nobles sold 2000 Religious Fans to a FUNERAL DIRECTOR.

Tom Orvis created a nice new account with a sale of "Kiddies Inc." Post Cards sold to a MERCANTILE CONCERN.

George Ballard sold 200 No. 100 Pencils to a FLOUR MILLING COMPANY.

W. J. Eggleston sold 500 Paragon Key Cases to an OLDSMOBILE DEALER.

Amasa Hartman sold 250 deluxe calendar greetings, "Here Peace and Happiness Abide" to a BEAUTY SALON.

Mr. Hartman also sold "Their Priceless Heritage" to an ELECTRIC SERVICE COMPANY.

And here he is again with a sale of "Down on the Farm" to a THEATER.

And once more with a sale of the same subject—a complete service—to a MANUFACTURER OF CONCRETE PIPE. The copy on this order is—"We WILL GO A LONG WAY TO SERVE YOU."

Once more Hartman appears, this time with a sale of "Rah, Rah, Rah!" to a LUMBER DEALER, using this copy—"BIG ENOUGH TO SERVE YOU—NOT TOO BIG TO KNOW YOU."

Sam Haynes sells Will Rogers billboards to a MANUFACTURER OF FRUIT BOXES.

A. McWilliams sold "Houghton Mill" to a FLOUR MILLING COMPANY to advertise "FEEDS THAT PAY DIVIDENDS."

YOUR FRIEND — MY FRIEND

Sold by A. S. Hartman on Will Rogers Calendars to a Federal Savings and Loan

MILK FOR HEALTH—PASTEURIZED FOR SAFETY
Sold by H. R. Messick on Safety Calendars to a Dairy

A. H. Oschmann sold "My Blue Heaven"—a complete campaign—to an AUTO DEALER.

Ryan S. Perry sold 400 Religious Calendars to a FUNERAL DIRECTOR.

Sam Raborn sold 250 Religious Calendars to a FUNERAL HOME.

Frank Raitz sold "The Light of Her Eyes" in R-5 billboards to a POTTERY MANUFACTURER.

Al Thurn sold 150 Knives to a MANUFACTURER OF METAL PIPES AND CULVERTS.

J. B. Whitton sold 250 Pencils to a BEVERAGE BOTTLER, a new customer.

S. E. Adams sold "Spirit of America" to a HOTEL—a new customer.

Ben Bercovit sold 2000 Fans to a COAL DEALER for Church distribution.

J. Shadle sold "Priceless Heritage" to a NASH AUTO DEALER.

John Gilbert sold "Spirit of America" to a DRUGGIST.

Mrs. A. C. Jahl sold 400 deluxe Holiday Greeting Calendars, "Scenes of My Childhood" to an INSURANCE AGENCY.

C. L. Lewellen created a new account with a sale of 1000 Business Calendars to a FUNERAL HOME, to advertise Ambulance Service.

Larry Moss sold "Springtime" in billboards and hangers to a DESOTO AND PLYMOUTH DEALER. Here's the outstanding line of copy—"A GREAT CAR—FINE SERVICE—A SQUARE DEAL."

EVERYTHING TO MAKE YOUR HOME MORE LIVABLE
Sold by G. R. Russell on Bluebird Ger-Bars to a Furniture Dealer

In the days of the Old Testament it was considered a miracle for an ass to speak, but today nothing short of a miracle can keep an ass from talking overtime.

* * *

The bigger and better a man is, the less he needs to tell about it, for his work will always tell a better story than his tongue. Silence has never betrayed anyone. If you doubt your own wisdom, remain silent.

"NEW PARAGON LINE IS TOPS"

That's the unqualified opinion of those salesmen who have seen the newest addition to our great line. Let them speak for themselves—

FRED W. BELL SAYS—

Bill Herrmann, Roadstrum and Fred Bell have just finished an hour of unpacking the leather line and it is "TOPS." There is no reason why we shouldn't have a wonderful leather business this year and I am looking forward to everyone of us making a lot of new friends with this specialized part of our line. While it is a little too early to say much about any individual piece in the line, they all look so good that it wouldn't be hard to pick several quality items that should make us a lot of commission. The big surprise is the price list! It doesn't seem to be high and doesn't conform with the average opinion of the cost of leather, so it should sell well right now!

A. A. BENDER SAYS—

My new Paragon samples received. I just had to tell you thanks for sending such a beautiful lot of samples. There is no doubt about this being the finest ever, and I'll promise to show my appreciation with a further increase this year. The "Old Pine Tree" design and the "Mahogany Antique Finish" are masterpieces, and the new deluxe numbers will win many friends.

C. I. CHAMBERLAIN SAYS—

The new leather line surely is far above any thing we have had to date. That Mahogany finish is super excellent, that Pine board design is surely different and I like it. Many lumber concerns should buy our leather this year. Oh, Gee! the whole set-up is simply grand. Just how can you do it year after year?

KATHERINE MELCHER SAYS—

The leather is superb. It has all the answers.

O. M. WILDMAN SAYS—

My new leather samples came in today, and this is the nicest line I ever saw, every number a special. I have them all checked in and will put them to work at once. The low prices on the leather, will be very attractive to every one. The most attractive line on the market today. All buyers say so, and that is what counts.

LEO L. HIMELHOCH SAYS

Thank you for the most beautiful leather samples ever. They are the last word. I want to pledge myself now to the fact that I can do a twenty-five percent (25%) increase this year.

F. W. SHALLISH SAYS—

Many thanks for that beautiful line of samples. More complete and attractive than ever. You may be sure I shall show it often.

BEN BERCOVIT SAYS—

Words of praise cannot do justice to this very fine line so I will do my best to prove it with orders and have it help me to make that fishing trip to North Woods this summer.

RUFUS "SAM" RABORN SAYS—

New leather line came today and I trust I can say "thank you" with some really big orders. The "quality" is tops.

JOHN GILBERT SAYS—

The new leather line certainly is a beauty. I promise to sell more leather this year. Thanks for such a line.

WITHDRAWALS FROM THE LINE

The following items are hereby withdrawn and no further orders may be accepted for these numbers—

LAST EDITION ROLLS

"The Captain" in Last Edition R-5

"The Captain" in Last Edition R-9A

FUNERAL DIRECTORS' SERVICE

FD Cards No. FD242

Please dispose of these samples and cross off these items in your Price Book.

★ THE FOLLOWING EMPLOYEES
OF THIS COMPANY JOINED THE
ARMED FORCES OF THE UNITED
STATES ON THE DATES INDICATED
WE ARE PROUD TO PLACE THEIR
NAMES ON THIS—

ROLL OF HONOR

LELAND AIRS JULY, 1940
WILLIAM A. KARGES AUGUST, 1940
PHILIP G. CORCORAN... NOVEMBER, 1940
JOHN C. BELL FEBRUARY, 1941
LEO F. FRIEDRICH MARCH, 1941
JOHN W. JACKSON MARCH, 1941
HAROLD CUTTIE, JR. MARCH, 1941
FRANK O. FLINK MARCH, 1941
HAROLD W. JOHNSON MARCH, 1941
JOHN V. L. HUDAK MARCH, 1941



"BEAR US IN MIND WHEN YOU WANT THE BEST BEAR SERVICE"

That copy, used on "Come Back Here" is getting business for a score of G-B salesmen from auto repair and rebuilding shops that are equipped with Bear Alignment Service machinery.

Here is a typical advertisement as sold by Ben Bercovit. Watch for the Bear Alignment Service signs and show "Come Back Here" with the following copy—

**BEAR US IN MIND WHEN YOU WANT THE BEST
BEAR SERVICE**

AL McCUSKEY

BEAR SAFETY SERVICE

**AXLE AND FRAME STRAIGHTENING
DYNAMIC WHEEL BALANCING — WHEEL ALIGNMENT
BRAKE SERVICE — WHEEL STRAIGHTENING**

Phone 1134

Sales are not especially large—in fact this particular one calls for 50 R-2 billboards and 25 R-8 hangers and amounts to only \$72 but the idea should be good for at least one sale in every town of any size.

A LITTLE STORY WITH A PROFITABLE MORAL

A little story I was telling Bert about pencils to undertakers is a simple one, but one that will give him a very good reason for using them and a positive distribution plan and it is as follows:

"Mr. Undertaker, there are six persons, who attend every funeral you handle that are second only to the family, in importance, and who play a very big part in the perfection of your service—they are the bearers. Usually, these six people are family friends—very close to the departed, and the impression you make on them and that they carry away is important to future calls and I have a suggestion that will play an important part in what these six people think and say about your service.

"When you are arranging with these six bearers and giving them instructions, as to their duties—hand them this pencil in its box. Ask them to take it home as a reminder of the service they performed today. (I always use our No. 100 White Pencil, or the No. 975 Pearl.) My suggestion at this time is the purchase of 100."

The Funeral Director, who has fifty funerals, can use from 300 upwards a year and he is making a distribution to six people, who can either say nice things about him, or keep silent and for thirty cents, he can have a walking delegate for at least the next few weeks. It is a dignified piece of advertising.

FRED W. BELL.

THE AMERICAN

He is the sort of a fellow you'll meet
At ball games; out fishing; in throngs on
the street;
He's working for wages and paying his
way
Where and at what no one asks him to
say,
The sort of a fellow, plain spoken and
just,
The butcher and baker are willing to
trust.

Nobody stares at him trudging along;
He minds his own business and does no
one wrong.
Sundays to church and on Thursdays to
lodge,
Little to boast of, but nothing to dodge.
Taking with patience some richer chap's
dust,
But a fellow the grocer is willing to trust.

Honest and sober and owning a car.
Oh what a lot of such fellows there are?
America's manhood, contented to take
Whatever their skill and their courage
can make.
The meal of the loaf—not its thin outer
crust—
The fellow the nation is willing to trust.

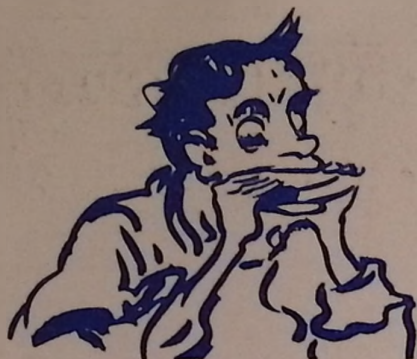


To Add to Your Joy of Living
Let Us Service Your Car

THE ALBERT J. MORRIER GARAGE

Where Service and Economy Meet

1941	APRIL							1941
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
-	-	1	2	3	4	5		
6	7	8	9	10	11	12		
13	14	15	16	17	18	19		
20	21	22	23	24	25	26		
27	28	29	30	-	-	-		



GET A FINGER IN THE MONEY PIE

1941 is destined to be the biggest year in calendar advertising history. The government is spending more money than we can write in words, it runs into the billions of dollars, figures unheard of not so many years ago. Where is all the money going? Some of it is going to the workers in the industries, some to packing houses, railroads, lumber mills, miners, shippers, and so on without end. Nearly everyone is going to benefit directly from the tremendous government spending program. Nearly everyone is having more money to spend already, which means more is being spent, right now, on advertising. Every merchant, grocer, laundry man, poultry man, and banker has an eye on those extra dollars. Your eye must be peeled, too, for calendars are in demand as they have never been before. Your opportunity to get a finger in the money-pie is here, don't miss it. Calendar orders are already coming fast, so tackle those doubtful customers now. Time is important because it will take more time this year to turn out that extra bundle of orders, and no customer wants to receive his calendars after his next door competitor has distributed his.